



## **A Collaborative Approach to Comprehensive Tobacco Use Prevention and Control Programs**

### **Public Health Problem**

The cultural and religious climate of Utah is very supportive of tobacco control. This coupled with a comprehensive tobacco control program has made Utah the first state in the country to meet the national Healthy People 2010 goal of decreasing adult smoking to less than 12 percent of the population. However, Utah residents with low incomes and fewer years of formal education continue to have significantly higher rates of tobacco use compared to the general population, as do Hispanic men, African Americans, American Indians, and Pacific Islanders. A broad-based, long-term commitment to tobacco control is necessary to ensure that these populations fully share in the health benefits that Utah is reaping from a decline in tobacco use, and to sustain that decline over time.

### **Taking Action**

The Utah Tobacco Prevention and Control Program is relatively well-funded by the standard of other states. According to the Campaign for Tobacco-Free Kids, it is allocating \$7 million to tobacco control activities in Fiscal Year 2005, just under half the minimum funding level recommended in CDC's Best Practices for Comprehensive Tobacco Control Programs. This ranks Utah 14th among states in this regard, according to the Campaign.

The Program is implementing sophisticated cessation initiatives, including a state quit line and a media campaign that promotes this service; efforts to increase insurance coverage and reimbursement for effective cessation treatment services; and partnerships with a number of public and private sector organizations, including organizations that are in a position to increase the access that underserved population groups such as Medicaid clients have to cessation services. The Program has also developed an innovative media campaign that uses a variety of channels to communicate key messages on several different tobacco topics to a range of audiences.

### **Implications and Impact**

According to BRFSS data for 2002, Utah has the lowest rate of any state for overall adult prevalence (12.7 percent), prevalence among men (14.2 percent), and prevalence among women (11.3 percent), and the highest proportion of everyday smokers who had tried to quit in the past year (66.2 percent). The efforts of the Tobacco Prevention and Control program toward implementing science-based, policy-focused strategies to reach culturally diverse communities have begun to show results. These efforts reached more than 2,000 individuals. Additionally, the Tobacco Prevention and Control Program has partnered with Medicaid and the Association for Utah Community Health to offer enhanced cessation services and medications to more than 2,400 uninsured or Medicaid-insured individuals.

### **Contact Information**

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